

**In the Claims**

Please replace all prior versions, and listings, of claims in the application with the following list of claims:

1.-111. (Canceled)

112. (Currently Amended) A method of watermarking title data with identification data, the method comprising the steps of:

identifying a plurality of possible placement locations in the title data based on characteristics of the title data;

selecting a plurality of placement locations from the plurality of possible placement locations in the title data;

randomly selecting a plurality of number to frequency modulation relationships; and frequency modulating at least a portion of the title data at each of the plurality of selected placement locations with the identification data using a modulation derived by applying one of the selected plurality of number to frequency modulation relationships to the identification data.

113. (Previously Presented) The method as claimed in claim 112, further comprising the steps of:

generating a watermarking key that is a combination of the customer identification data and an identifier of the randomly selected plurality of number to frequency modulation relationships; and

storing the watermarking key in a secure database.

114. (Original) The method as claimed in claim 113, wherein the step of generating the watermarking key includes generating a unique watermark key for each watermarked title data.

115. (Original) The method as claimed in claim 112, wherein the title data is audio title data.

116. (Original) The method as claimed in claim 115, further comprising the step of decoding at least a portion of the audio title data.

117. (Currently Amended) The method as claimed in claim 115, wherein the step of selecting identifying a plurality of possible placement locations includes scanning the audio title data to determine a plurality of locations where a frequency deviation between channels of the audio title data is less than a predetermined frequency deviation or the frequency modulation of the audio title data is not discernible to a human ear.

118.-119. (Canceled)

120. (Previously Presented) The method as claimed in claim 117, wherein the step of scanning includes selecting a channel of the audio title data as a reference channel, and selecting another channel of the audio title data to be frequency modulated as a watermarked channel.

121. (Original) The method as claimed in claim 120, wherein the reference channel and the watermarked channel are randomly changed.

122. (Currently Amended) The method as claimed in claim 115, ~~wherein the title data is audio title data, and~~ further comprising the step of encoding the audio title data after the step of frequency modulating.

123. (Previously Presented) The method as claimed in claim 122, further comprising the step of combining the frequency modulated audio title data with a remainder of the audio title data to provide watermarked audio title data.

124. (Previously Presented) The method as claimed in claim 116, further comprising the step of combining the frequency modulated audio title data with corresponding video title data to provide watermarked title data.

125. (Previously Presented) The method as claimed in claim 112, wherein:  
the frequency modulated title data is provided as watermarked title data; and  
the method further comprises the step of storing reference title data for use when  
decoding the watermarked title data.

126. (Previously Presented) The method as claimed in claim 112, wherein:  
the frequency modulated title data is provided as watermarked title data; and  
the method further comprises the step of burning a selected medium with the  
watermarked title data.

127. (Previously Presented) The method as claimed in claim 112, wherein:  
the frequency modulated title data is provided as watermarked title data; and  
the method further comprises transmitting the watermarked title data to a customer.

128. (Original) The method as claimed in claim 112, further comprising the step of  
receiving an decryption key and decrypting encrypted title data to provide the title data.

129. (Original) The method as claimed in claim 112, further comprising the step of  
decoding encoded title data to provide the title data.

130. (Currently Amended) The method of watermarking title data of claim 112,  
wherein randomly selecting a plurality of number to frequency modulation relationships  
comprises selecting an entry of a set of encoding relationships, the entry including random  
information specifying a selection of placement locations from the plurality of placement  
locations.

131. (Currently Amended) The method of claim 130, wherein each of the encoding  
relationships comprises [[a]] the plurality of randomly selected number to frequency modulation  
relationships.

132. (Previously Presented) The method of claim 131, wherein selecting a plurality of placement locations comprises selecting a plurality of placement locations using information stored in the selected entry of the set of encoding relationships.

133. (Currently Amended) Computer-readable medi[[a]]um comprising watermarked title data that is watermarked with an identification code, the title data having at a plurality of locations the identification code modulated on the title data, with a different modulation scheme at each of the plurality of locations creating a random relationship between the identification code and modulation at each of the plurality of locations, and each of the plurality of locations being a random location within a group of available placement locations at which the watermarked title data has properties meeting at least one criterion.

134. (Currently Amended) The computer-readable medi[[a]]um of claim 133, wherein the title data is audio data and the modulation schemes used to modulate the title data alter the title data by a sufficiently small amount that the modulated data is not perceptible to a human listener of the audio title data.

135. (Currently Amended) The computer-readable medi[[a]]um of claim 133, wherein the computer-readable medi[[a]]um comprises a physical medi[[a]]um.

136. (Currently Amended) The computer-readable medi[[a]]um of claim 134, wherein the computer-readable medi[[a]]um comprises a computer disk.

137. (Currently Amended) The computer-readable medi[[a]]um of claim 133, wherein the computer-readable medi[[a]]um comprises data transmitted over a network.

138. (Currently Amended) The computer-readable medi[[a]]um of claim 133, wherein the plurality of locations have random positions on the computer-readable medi[[a]]um.

139. (Currently Amended) The computer-readable medi[[a]]um of claim 133, wherein the different modulation schemes are random.

140. (Currently Amended) A method of watermarking title data with identification data, the method comprising:

selecting identifying a plurality of locations in the title data based on properties of the title data;

randomly selecting a subset of placement locations from the plurality of identified locations;

for each of placement location in the subset:

(i) randomly selecting one of a plurality of encoding relationships, each of the encoding relationships comprising position information identifying a plurality of positions and a number to frequency modulation relationships information associated with each position identified by the position information;

(ii) selecting a plurality of placement locations from the plurality of locations based on the position information and, for each of the plurality of placement locations, modulating the title data at the placement location with the identification data based on the selected number to frequency modulation relationship information associated with the position; and

storing a watermarking key an indicati[[ng]]on of the identification data and the randomly selected subset of placement locations and randomly selected one of the plurality of number to frequency modulation relationships.

141. (Previously Presented) The method as claimed in claim 140, further comprising the step of receiving an decryption key and decrypting encrypted title data to provide the title data.

142. (Previously Presented) The method as claimed in claim 115, further comprising the step of receiving an decryption key and decrypting encrypted title data to provide the title data.

143. (Previously Presented) The method as claimed in claim 117, further comprising the step of receiving an decryption key and decrypting encrypted title data to provide the title data.